

## Forest Certification in Maine: Changing Strategy for an Evolving Market

### Why you should consider certification?

Certification presents an opportunity to **distinguish Maine's forest products** in the **global marketplace** and **strengthen the state's forest products economy**. There are many important reasons to certify your Maine forestland or forest management. Landowners, loggers, mills and contractors report that certification has:

- Increased forest operations efficiency
- Improved forestry practices through best management practices
- Improved public confidence in forest management through endorsement of a third party auditor that forests are well managed
- Qualified them for potential price premiums or guaranteed markets for certified wood

### What is forest certification?

Forest certification demonstrates that forests:

1. Are well managed,
2. Support healthy wildlife populations,
3. Offer recreation opportunities, and
4. Can supply raw materials to support Maine's economy now and for the future.

A third-party audit verifies conformance with nationally or internationally recognized certification standards.

Forest certification can bring many benefits to Maine's economy, environment, and rural communities. It can help grow Maine's forest industry by distinguishing Maine products in the marketplace and improving forest management. Forest certification also can help Maine's forestry businesses compete in global paper and wood products markets.



With over 7 million acres certified, Maine is the nation's leader in growing certified forest products. Certification is a tool we can use to promote good forestry and highlight the value of renewable resources and the benefits that a well-managed forest brings to our environment and communities. It can help strengthen all sectors of our forest products economy. The Maine Forest Service supports voluntary private sector efforts to certify sustainable forest management.

### Certification and the marketplace: supply and demand

Major buyers of paper and solid wood products are asking that wood used in manufacturing come from certified sustainably managed forests. This market demand has built strategic supply relationships between mills and owners of certified forestland. Owners of certified forestland have benefited from improved market access to wood buyers who need to demonstrate their raw materials come from well-managed forests.

Some exciting results of forestland certification in Maine:

- Maine's own L.L. Bean, whose business is promoting quality outdoor experiences, has made a strong company commitment to support and promote sustainable forestry initiatives. Most of the catalog company's paper is produced in Maine on paper made from trees harvested in certified forests.

- In 2004, Time, Inc., publisher of *Time Magazine*, *Sports Illustrated* and other periodicals, increased its purchases of Maine certified papers by 12%. Maine now sells more paper to Time because it has more certified forestland.
- Canadian paper giant Domtar recently announced its "EarthChoice" line of papers, made from FSC-certified pulp processed in Domtar's mill at Woodland, Maine! As consumers demand more "green" products, and push for more environmentally sensitive business practices, Maine's forest products industry is perfectly positioned to meet that demand.

### Who should consider certification?

- **Landowners** – large and small, corporate and family – should consider certification as an opportunity to promote their good forest management practices.
- **Foresters**, whose clients wish to demonstrate a commitment to excellent forestry, are leaders in certification.
- **Loggers**, who follow the standards of the Master Logger Program and who work with professional foresters, should consider certification. These loggers sell their wood to pulp and paper companies whose customers want to buy paper made from the trees harvested in well-managed forests.



- **Mills** should consider certification because many of their customers increasingly are expressing preference for buying wood or paper from well-managed forestland.

Certification is a value-adding opportunity for everyone - landowners, foresters, loggers, and mills.

### **What are the systems that certify well managed forestland?**

The State of Maine recognizes all credible standards accepted by the market. Systems currently recognized in Maine are: the Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI), and American Tree Farm (ATF). Additional credible systems are likely to be developed and applied in Maine over time (such as Green Tag: [www.greentag.org](http://www.greentag.org)).

Each standard is considerably different from the others, affording the opportunity to select systems best suited to individual needs.

In addition to forest land certification, the market also recognizes harvest practices certification. In harvest practices certification, timber harvesting operations are certified by a third party to meet credible standards for application of best management practices, forest management, harvest planning, and safety.

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### **Getting started**

For more information on forest certification, harvest practices certification, and certification standards, please contact:

**Maine Forest Service:** 287-2791;  
[forestcertification@maine.gov](mailto:forestcertification@maine.gov);  
<http://forestcertification.maine.gov>

**American Tree Farm:** Dave Harvey, 369-2071; Maine: [www.mainetreefarm.org](http://www.mainetreefarm.org);  
National: [www.treefarmssystem.org](http://www.treefarmssystem.org)

**Forest Stewardship Council:** 202-342-0415;  
[www.fscus.org](http://www.fscus.org)

**Master Logger Program:** Sandy Brawders, 834-3835; [www.masterloggercertification.com](http://www.masterloggercertification.com)

**Small Woodland Owners Association of Maine:** Tom Doak, 626-0005;  
[www.swoam.com](http://www.swoam.com)

**Sustainable Forestry Initiative:** Patrick Sirois, 622-9288;  
[www.sfmaine.org/index.html](http://www.sfmaine.org/index.html)

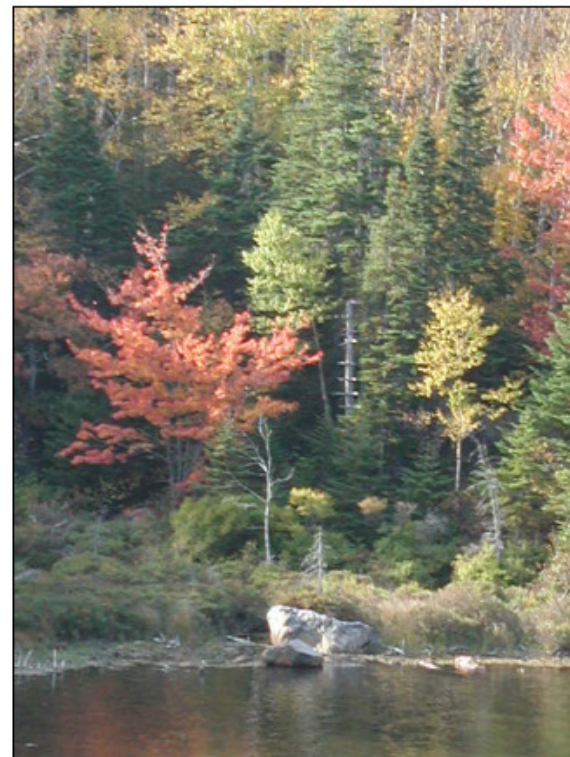
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## **The Maine Forest Certification Initiative**

### ***Forest Products for the 21<sup>st</sup> Century***



**Tumbledown Mountain: T6, North of Weld**  
Photo: H. Whittemore



**Department of Conservation  
Maine Forest Service**